

Project Centric Learning: A Business Plan on Kalo-rizz: Fuel your day, The Healthy way!

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ABSTRACT

This research investigates the eating habits, food preferences, and dining behaviours of young adults, primarily students and young professionals, to assess the viability and potential success of a healthy food truck venture. Data was collected through a structured questionnaire, focusing on demographics, dietary preferences, eating habits, food choices, and dining preferences. Key findings reveal a strong preference for healthy, affordable, and convenient food options. A significant majority of respondents (74.4%) eat out at least once a week, with Indian meals and sandwiches/wraps being the most popular choices. Health consciousness is high, with 56.4% considering healthy eating "very important." Price sensitivity is also evident, with most preferring meals in the ₹100-₹150 range. There is substantial interest in a healthy food truck, particularly at college campuses and tech parks, with taste and fast service being primary drivers. Online delivery apps and street food vendors are preferred for convenience, and popular ingredients include millets, lentils, and fresh vegetables, reflecting a demand for nutritious options. The research suggests that a healthy food truck venture targeting young adults in urban areas can be successful by offering tasty and quick-service meals, providing affordable options within the ₹100-₹200 range, highlighting nutritional transparency and healthy ingredients, leveraging online delivery platforms, and strategically locating at college campuses and tech parks. These insights provide a strong foundation for developing a food truck business that meets the needs and preferences of young adults, emphasizing health, convenience, and affordability.

INTRODUCTION

Bangalore, known as India's Silicon Valley, is populated by a rapidly growing number of IT experts and corporate executives who are constantly on the move. These individuals are typically needed for demanding work programs, which involve extensive workloads, which complicates their ability to prioritize health and well-being. Nevertheless, the global trend of health consciousness is progressively becoming established even within the demanding professional environment. As individuals become increasingly conscious of the advantages of a balanced, nutritional diet, they simultaneously seek fast food options that are convenient economical, and healthy.

Our business aims to address the growing demand by establishing a healthy and nutritious food cart in Bangalore, specifically catering to the nutritional needs of IT professionals and other workaholics. Our objective is to provide a rapid, nutritious, and delicious meal option that seamlessly integrates into their hectic lifestyle, without sacrificing flavor or convenience.

The food cart will function as a mobile kitchen, providing a variety of cuisine, drinks, smoothies, and snacks that accommodate many dietary preferences, including vegetarian, gluten-free, and low-carb alternatives. We intend to

address a significant gap in the current food industry by providing an innovative solution for busy professionals seeking to maintain their health, thereby establishing a sustainable and impactful business that fosters health and well-being.

REVIEW OF LITERATURE

This collection of literature provides an overarching study of the increasing phenomenon of food trucks and how their scope of work now encompasses serving better-quality meals with a rising demand for nutritious, readily accessible, and convenient food options (Tandfonline, 2011). Food trucks are evolving beyond traditional street food, incorporating healthier and more diverse meal choices that cater to modern consumers' needs.

Among the many examples cited is The Fitness Cafe, a food truck concept that promotes the ethos "Eat clean. Train hard. Stay fit." This truck not only fosters a healthy lifestyle but also capitalizes on the growing demand for nutritious, affordable, and quick meals (LBB Bangalore, n.d.). Its rotating menu, featuring Middle Eastern, Mexican, and Oriental cuisines, appeals to individuals seeking variety without compromising health-conscious eating habits. The Fitness Cafe primarily operates in tech park locations and has an expansion plan for home delivery services, particularly in areas like HSR Layout, demonstrating the adaptability of food trucks to urban consumers' fast-paced lifestyles (LBB Bangalore, n.d.).

The increasing popularity of food trucks is also driven by social media, particularly among Millennials and Gen Z, who share their food experiences on platforms such as Instagram (IPOSOS, n.d.). This younger generation is drawn to the convenience, novelty, and visually appealing aspects of food trucks, reinforcing their role as both culinary hubs and marketing vehicles. Social media has turned food trucks into word-of-mouth advertising tools, creating organic buzz for new and innovative food products (IPOSOS, n.d.). As a result, food trucks have transformed from quick-bite destinations into cultural hotspots that integrate diverse culinary experiences with contemporary technology (HOG Blog, n.d.).

Additionally, food trucks have expanded beyond conventional street food offerings. Previously, they were associated with greasy burgers and fried snacks, but today, many focus on healthier and more upscale options, incorporating fusion cuisines that blend international flavors with local influences. In India, for example, food trucks serve regional specialties such as Kolkata's Kathi rolls and Mumbai's vada pav, alongside innovative creations like tandoori tacos and butter chicken pizza (IHS Voice, 2024). This trend reflects a broader shift in consumer preferences toward healthier and more exciting alternatives to traditional fast food (Times of India, 2015).

Despite these positive developments, challenges remain in the quest for healthier food truck options. Many food trucks still primarily offer fried foods and sugary snacks, making it difficult for health-conscious consumers to find nutritious choices. The literature recommends that consumers seeking healthier alternatives look for food trucks that use fresh, whole ingredients such as fruits, vegetables, lean proteins, and whole grains (Battla, n.d.). This shift in consumer awareness contributes to the movement toward healthier eating within mobile gastronomy.

Beyond urban consumers, the literature also highlights health inequities experienced by certain occupational groups, such as truckers. This workforce often struggles to maintain a healthy diet due to limited access to nutritious foods at work. Most truck stops and rest areas lack healthy food options, creating "food deserts" where truckers' only choices are highly processed or fast foods (Cambridge University Press, n.d.). Addressing this issue requires employer wellness programs that promote healthy eating habits and improve access to nutritious meals in underserved areas. The implementation of such programs can significantly reduce the risk of obesity, heart disease, and other illnesses among transportation workers (Cambridge University Press, n.d.).

The growing awareness of these health risks has underscored the importance of incorporating health promotion principles in workplace environments. Overcoming environmental barriers to healthy eating can significantly enhance

the well-being of truck drivers and warehouse employees. Multistakeholder efforts involving employers, policymakers, and community leaders are crucial in developing healthier food environments at workplaces and advocating for wellness in high-risk jobs (Cambridge University Press, n.d.).

Overall, the literature indicates a paradigm shift in the food truck industry, moving from predominantly unhealthy fast-food options toward a diverse selection of nutritious meals. Simultaneously, it highlights the nutritional disparities faced by certain worker groups due to limited access to healthy food choices. The expansion of food trucks and the increasing emphasis on workplace wellness offer promising avenues for improving public health by making healthier, more convenient food options accessible in both mobile and stationary work settings.

RESEARCH METHODOLOGY

This research aims to explore the eating habits, food preferences, and dining behaviours of young adults, primarily students and young professionals, by analysing primary data collected through a structured questionnaire. The goal was to understand the factors influencing food choices, preferred dining locations, and the demand for healthier food options, specifically from food trucks.

1. Data Collection

The primary data for this study was collected using a structured questionnaire designed to capture detailed information on the demographics, dietary preferences, eating habits, food choices, and dining preferences of respondents. The questionnaire was distributed to individuals from various backgrounds, primarily focusing on students and young professionals, through both online platforms and physical distribution at strategic locations such as college campuses, tech parks, shopping malls, and fitness centres.

2. Questionnaire Design

The questionnaire was designed to address multiple key areas relevant to the study, including:

- **Demographics:** Information regarding the respondent's age, occupation, and dietary preferences. This section aimed to identify the predominant demographic groups (such as students and young professionals) and understand their dietary habits (e.g., vegetarian, gluten-free, etc.).
- **Eating Habits:** This section captured how frequently respondents eat out, their preferred price range for meals, and their general eating behaviour. Respondents were asked how often they dine out (e.g., once a week, 2-3 times a week, daily) and their preferred price range for meals, allowing the study to understand budget preferences.
- **Food Preferences:** The questionnaire also explored respondents' food preferences, highlighting the most and least popular food categories (e.g., wraps & sandwiches, salads, Indian meals, smoothies, etc.). This helped identify the types of meals most favoured by the target demographic and discern trends in healthy eating.
- **Factors Influencing Food Choices:** This section sought to determine the key factors that respondents consider when selecting food, including taste, hygiene, price, nutritional value, and ambience. Respondents rated the importance of each factor to understand what drives their food decisions.
- **Dining Locations:** The survey also asked respondents about their preferred dining locations and food sources, such as food trucks, street food vendors, cafeterias, and online delivery apps. This helped assess the most common places where respondents choose to eat.

3. Sampling Method

A non-probability sampling method was employed to gather responses. The sample was selected based on convenience, with questionnaires distributed to individuals at college campuses, tech parks, fitness centres, and through online platforms targeting students and young professionals. This approach allowed for a focused and relevant sample that best represents the target demographic for food trucks and healthier meal options.

4. Data Analysis

Once the data was collected, it was analysed to identify key patterns and trends. Descriptive statistics were used to summarize the demographic information and categorize the food preferences, dining habits, and factors influencing food choices. The responses to Likert-scale questions (such as rating the importance of various factors in food choices) were analysed to identify the factors that played the most significant role in respondents' decisions. The frequency of responses for various food categories, dining habits, and price preferences were also tallied to discern common trends among the participants.

5. Key Insights

The analysis of primary data provided several key insights into the eating behaviours and preferences of the target group:

- **Health-Conscious Preferences:** A notable trend emerged, with many respondents expressing a preference for healthier meal options such as wraps, salads, smoothies, and bowls.
- **Budget Sensitivity:** Price was a crucial factor for many respondents, with most preferring meals in the ₹100-₹150 range. This highlights the importance of affordability in meeting the demands of students and young professionals.
- **Dining Convenience:** The study revealed that many respondents rely on food delivery apps, street food vendors, and on-site cafeterias for convenience. This reflects a need for accessible and quick meal options.

6. Limitations

While the study offers valuable insights, there are limitations to consider. The sample was not randomly selected, and respondents were primarily from urban areas, which may not fully represent the preferences of rural or less populated areas. Additionally, the reliance on self-reported data could introduce bias, particularly if respondents did not fully understand or accurately reflect their eating habits.

Conclusion

The primary data collected through the structured questionnaire allowed for a comprehensive understanding of the food preferences, eating habits, and key factors influencing food choices among young adults, particularly students and young professionals. The findings highlight a clear preference for healthy, affordable, and convenient food options, which aligns with the growing demand for nutritious meals offered by food trucks. These insights can help inform the development of food truck offerings and dining services tailored to the target demographic.

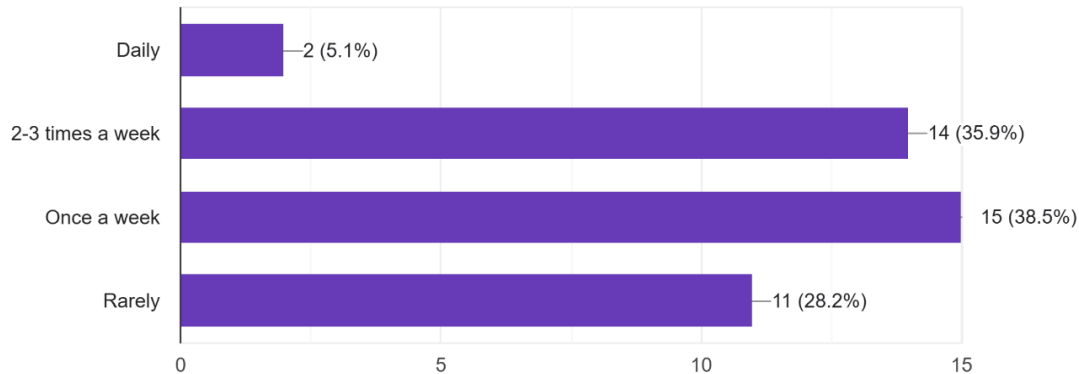
DATA ANALYSIS AND INTERPRETATION

The collected data was analysed by using pie-chart and Bar-graph and the analysis of the collected data is given below. The data analysis helps us to know the customers perspective Towards a Healthy food truck.

DIAGRAM 3.1

1.How often do you eat out or order food?

39 responses



The frequency with which 39 respondents order food or eat out is seen in the bar chart. The following is a breakdown of the responses:

- Two persons (5.1%) order food or eat out every day.
- Two to three times per week: 14 individuals (35.9%) order food or eat out more than once every week.
- Once a week: The most common response is that 15 persons (38.5%) order food or eat out once a week.
- Seldom: 11 individuals (28.2%) order food or eat out infrequently.

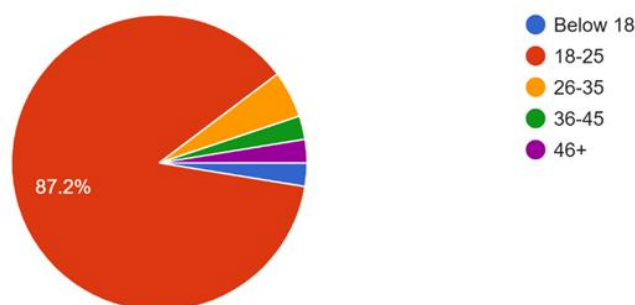
The majority of respondents (74.4%) eat out at least once a week, according to key insights.

- Weekly is the most popular frequency (38.5%).
- Merely 5.1% of those surveyed dine out every day.
- A sizable percentage (28.2%) hardly ever order food or eat out.

DIAGRAM 3.2

2.What age group do you belong to?

39 responses



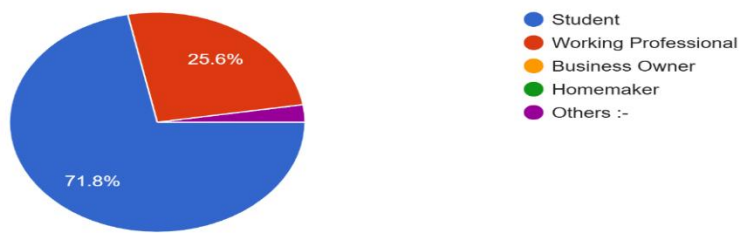
- The majority (87.2%) are in the 18–25 age range.

- The vast majority of responders are between the ages of 18 and 25.
- This implies that young persons, either students or professionals in their early careers, make up the majority of survey respondents.
- There is very little representation of other age groups
- The age groupings of 26–35, 36–45, and 46+ each account for a relatively tiny portion of all responses.

DIAGRAM 3.3

3.What is your profession?

39 responses



- Students make up the majority (71.8%).
- Students make up the vast bulk of responders.
- This is consistent with the last chart, which showed that the majority of participants were between the ages of 18 and 25.
- It implies that a younger, student-based audience's interests and habits are reflected in the poll results.
- A Sizeable Minority of Working Professionals (25.6%)

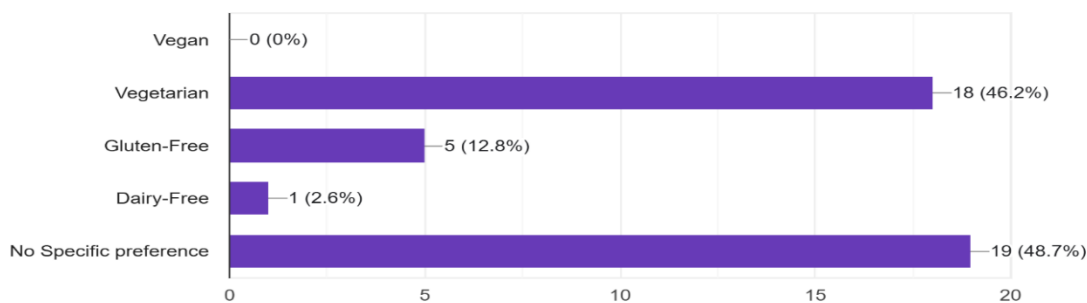
Approximately 25% of those surveyed are employed professionals.

- This implies that the survey also incorporates opinions from working people, most likely young professionals.
- Representation of Other Professions Is Minimal
- Homemakers, business proprietors, and "others" make up a very small portion.
- This implies that the survey's main focus is not homemakers, business owners, or those in other occupations.

DIAGRAM 3.4

4.Do you follow any specific dietary preferences?

39 responses



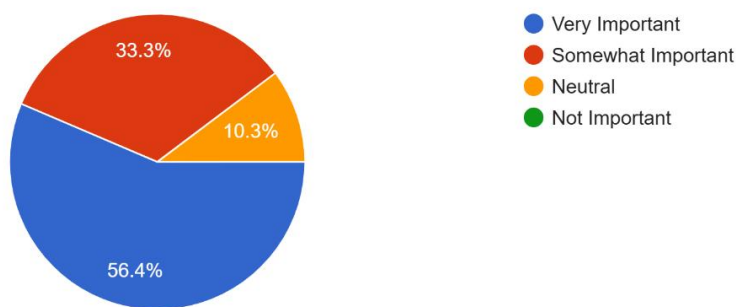
- The most frequent response, "No Specific Preference" (44.2%), shows that almost half of the respondents do not adhere to any dietary restrictions.

- Another noteworthy category that indicates a large percentage of vegetarian diners is "Vegetarian" (41.9%).
- A lesser percentage of respondents chose "Dairy-Free" (2.3%) and "Gluten-Free" (11.6%).
- A lesser percentage of respondents chose "Dairy-Free" (2.3%) and "Gluten-Free" (11.6%).
- The "Vegan" (0%) option indicates that none of the participants follow a strict vegan diet.

DIAGRAM 3.5

5.How important is eating nutritious and healthy food to you?

39 responses

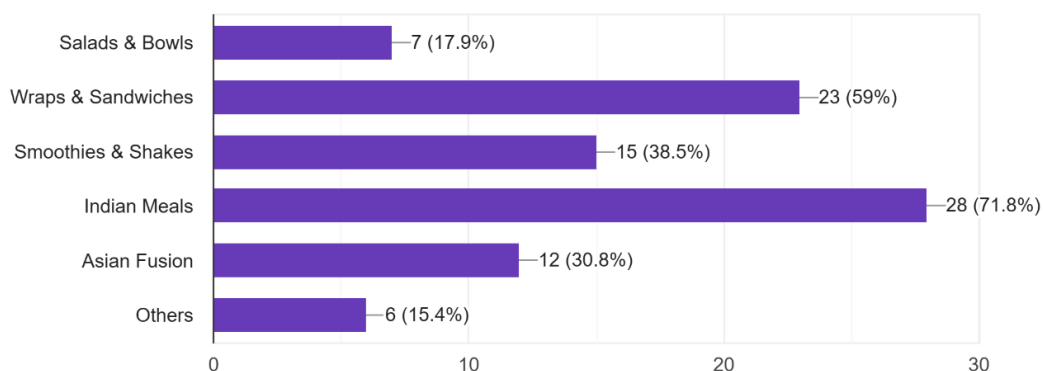


- Healthy eating is prioritized by the majority (56.4%).
- More than half of those surveyed say that eating a healthy, balanced diet is "Very Important."
- This implies that the group being polled has a high level of dietary awareness. A sizable percentage thinks it's "Somewhat Important" (33.3%).
- A third or so of those surveyed think that eating healthily is important but not a top priority.

DIAGRAM 3.6

6.What type of meals do you prefer when eating out?

39 responses



- 30.8% of respondents said they favoured Indian meals.

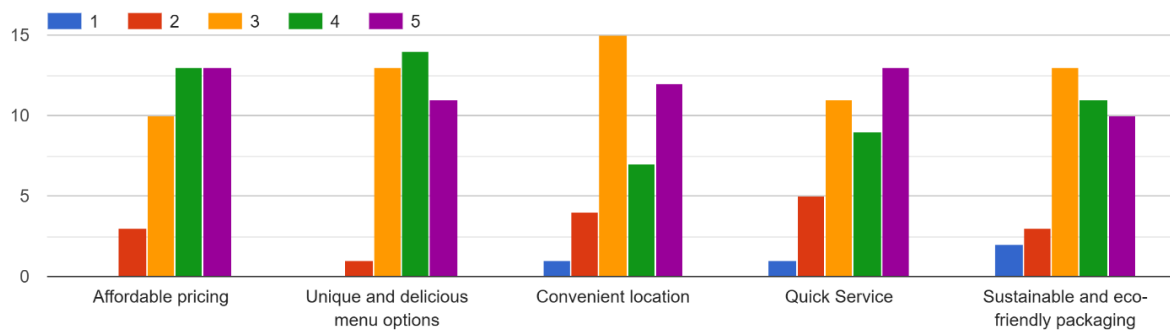
- Sandwiches & Wraps come in second at 25.3%.

TABLE 3.8

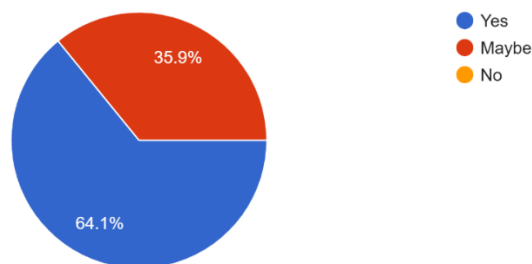
- 16.5% of respondents said they like smoothies and shakes.
- The share of Asian Fusion is 13.2%.
- 7.7% of people choose salads and bowls.
- 6.6% of the options are other meal types.

DIAGRAM 3.7

8.What would encourage you to try food from a vegan and gluten free food truck? IMPORTANT 1 = Least Preferred 5 = Most Preferred Please rank the given option... to a single option. Duplicate rankings are not permitted.



7.Would you be interested in a food truck that serves nutritious,vegan and gluten free meals?
39 responses



- The fact that 64.1% of respondents said "Yes" suggests that there is a high level of interest in such a food truck.
- "Maybe" was selected by 35.9% of respondents, indicating that while they are receptive to the proposal, they might require additional details or alternatives.
- Since none of the respondents chose "No," the idea is not categorically rejected.

DIAGRAM 3.8

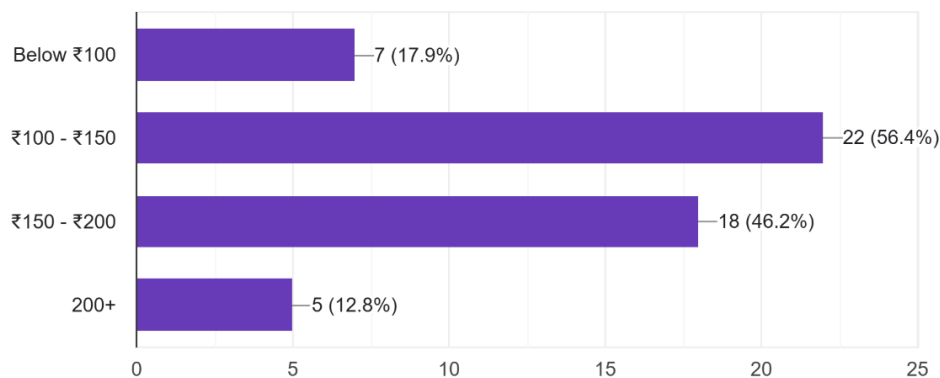
- The most favoured feature (22.7%) was convenient location.
- The second most crucial factor was affordable pricing (21.2%).

- Additionally, Quick Service (19.7%) was very important.
- The preferences for Sustainable & Eco-friendly Packaging (18.2%) and Unique & Delicious Menu (18.2%) were almost equal.

DIAGRAM 3.9

9.What price range are you comfortable paying for a healthy meal?

39 responses

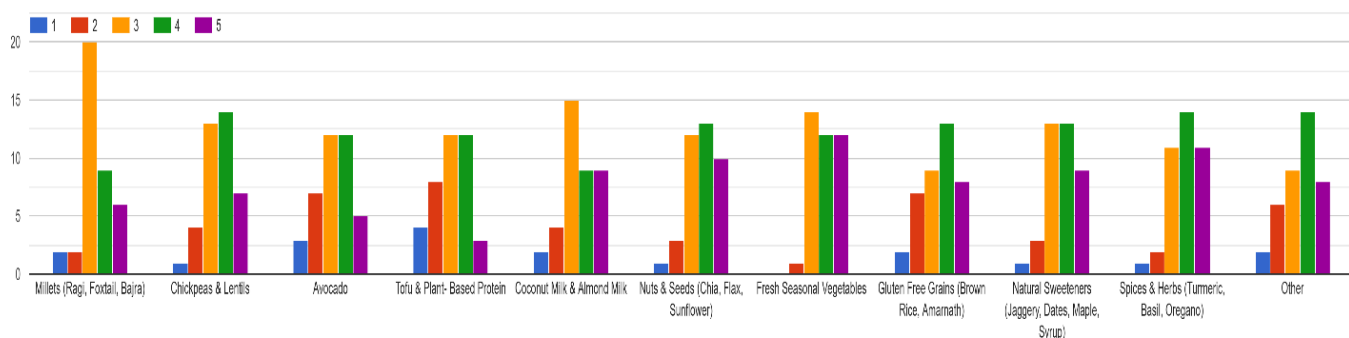


- the pie chart representing the price range preference for a healthy meal.
- The majority of respondents (42.3%) are comfortable paying between ₹100 - ₹150.
- followed by 34.6% who prefer ₹150 - ₹200.

DIAGRAM 3.10

the pie chart representing the price range preference for a healthy meal. The majority of respondents (42.3%) are comfortable paying between ₹100 - ₹150, followed by 34.6% who prefer ₹150 - ₹200. Let me know if you need any modifications

10.Which ingredients excite you the most when trying a new nutritious,vegan and gluten free meal? IMPORTANT 1 = Least Preferred 5 = Most Preferred Please rank the given options in order of preference, ensuring that each rank is assigned uniquely to a single option. Duplicate rankings are not permitted.



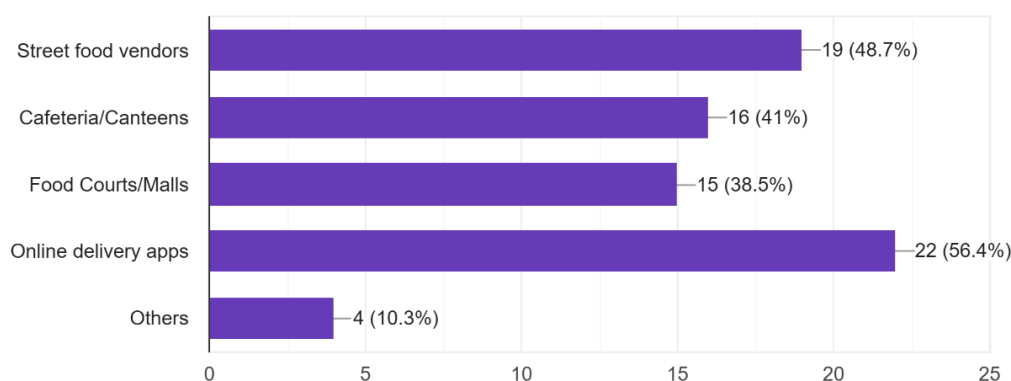
Millets (Ragi, Foxtail, Bajra) – This category likely has a **high preference** since it has many high-ranking votes, indicating strong interest in traditional and nutritious grains.

- ☐ **Chickpeas & Lentils** – A **popular choice** as a plant-based protein, widely recognized for its nutritional value.
- ☐ **Avocado** – Often associated with health-conscious diets, **moderately popular** in preferences.
- ☐ **Tofu & Plant-Based Protein** – A staple in vegan diets, likely has **consistent preference**, showing demand for protein-rich alternatives.
- ☐ **Coconut Milk & Almond Milk** – **Moderate preference**, appealing to those avoiding dairy
- ☐ **Nuts & Seeds (Chia, Flax, Sunflower)** – **Highly ranked**, showing interest in superfoods.
- ☐ **Fresh Seasonal Vegetables** – **Popular choice**, indicating a preference for natural, whole-food ingredients.
- ☐ **Gluten-Free Grains (Brown Rice, Amaranth)** – Strong interest due to dietary restrictions and health benefits.
- ☐ **Natural Sweeteners (Jaggery, Dates, Maple Syrup)** – **Fairly preferred**, suggesting demand for healthier alternatives to sugar.
- ☐ **Spices & Herbs (Turmeric, Basil, Oregano)** – **Well-liked**, as spices add flavour and health benefits.
- ☐ **Other Ingredients** – **Less preference**, meaning most people have specific ingredient choices.

DIAGRAM 3.11

11. Where do you usually buy food from during work or outings?

39 responses



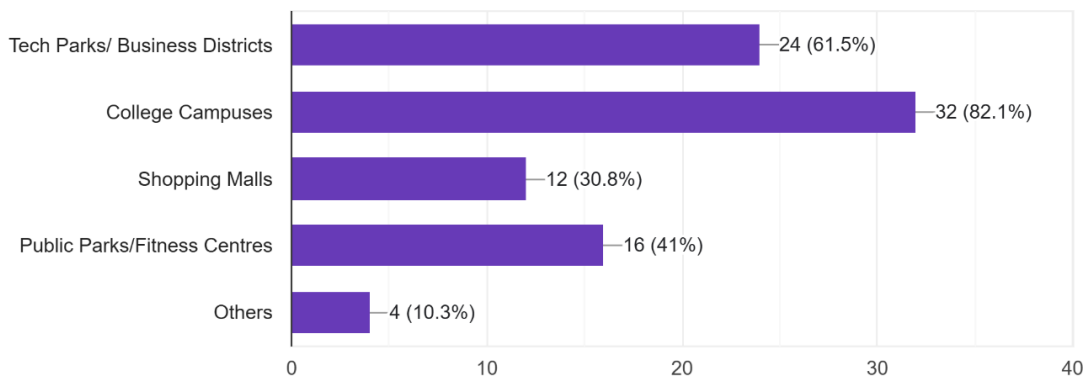
- The most preferred option (28.9%) is an online delivery app, indicating that many consumers appreciate the ease of ordering food online.
- The strong preference for street food sellers (25.0%) suggests that individuals like easily accessible and reasonably priced meal options.

- Food Courts/Malls (19.7%) and Cafeteria/Canteens (21.1%) are also noteworthy, indicating a balanced preference for food from shopping centres or workplaces.
- The least preferred are others (5.3%), indicating that most individuals depend on the more widely available food sources.
- The most preferred option (28.9%) is an online delivery app, indicating that many consumers appreciate the ease of ordering food online.
- The strong preference for street food sellers (25.0%) suggests that individuals like easily accessible and reasonably priced meal options.
- Food Courts/Malls (19.7%) and Cafeteria/Canteens (21.1%) are also noteworthy, indicating a balanced preference for food from shopping centres or workplaces.
- The least preferred are others (5.3%), indicating that most individuals depend on the more widely available food sources.

DIAGRAM 3.12

12. Where would you prefer to see health food truck ?

39 responses



□ College **Campuses (32 responses, 82.1%)** are the most preferred locations for a health food truck, indicating a strong interest among students and staff for healthy food options.

□ Tech **Parks/Business Districts (24 responses, 61.5%)** show a high preference, likely due to working professionals seeking convenient and nutritious meals.

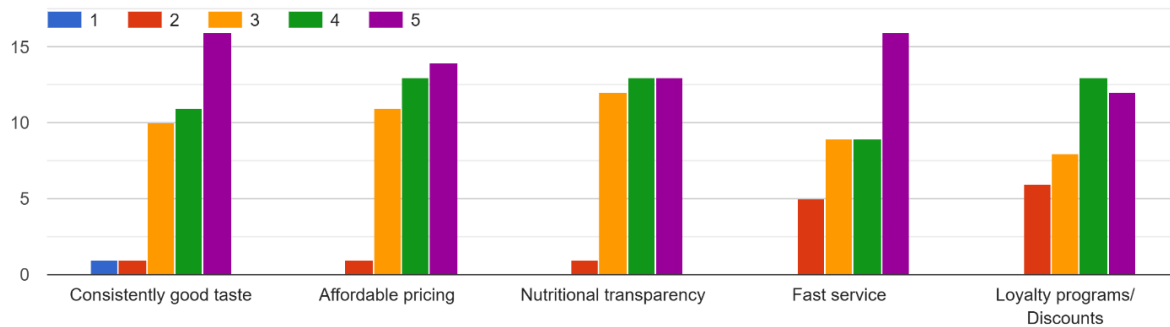
□ Public **Parks/Fitness Centres (16 responses, 41%)** also have a significant preference, reflecting demand from health-conscious individuals.

□ Shopping **malls (12 responses, 30.8%)** are moderately preferred, suggesting that while malls attract crowds, they may not be the primary choice for a health food truck.

□ Others **(4 responses, 10.3%)** show the least preference, meaning most respondents favour more common, accessible locations.

DIAGRAM 3.13

13. What would make you a repeat customer at a healthy food truck? IMPORTANT 1 = Least Preferred 5 = Most Preferred Please rank the given options in order of preference to a single option. Duplicate rankings are not permitted.



☐ Consistently **Good Taste is the Top Priority:**

- The highest number of respondents ranked **good taste as most important (5)**.
- This suggests that regardless of price or other incentives, people return to a food truck primarily for the flavour.

☐ Fast **Service is Another Major Factor:**

- A large number of participants ranked **fast service** as highly preferred (5).
- This indicates that customers value efficiency, especially in fast-paced environments like work breaks or college campuses.

☐ Affordable **Pricing Matters but is Not the Most Important:**

- Many respondents ranked affordability as a top factor (4 or 5).
- However, **taste and service were still ranked higher**, meaning people may be willing to pay slightly more for quality and convenience.

☐ Nutritional **Transparency is Important to a Considerable Group:**

- A significant number of people also rated **nutritional transparency (knowing the ingredients, calories, etc.) as important**.
- This aligns with the growing trend of health-conscious eating.

☐ Loyalty **Programs/Discounts Have Moderate Impact:**

- While some respondents ranked **discounts as a factor**, they were less preferred than other aspects.
- This suggests that while promotions are appreciated, they **aren't the main reason people return**—quality and service matter more.

FINDINGS

1. **Eating Out Habits**
 - 74.4% of respondents eat out at least once a week.
 - The most common frequency is once a week (38.5%), while only 5.1% dine out daily.
2. **Demographics**
 - 87.2% of respondents belong to the 18–25 age group, primarily students (71.8%).
 - Only 25.6% are working professionals, with minimal representation from other occupations.
3. **Dietary Preferences**
 - 44.2% of respondents have no specific dietary restrictions.
 - 41.9% identify as vegetarians, while no one follows a strict vegan diet.
4. **Health Consciousness**
 - 56.4% consider healthy eating "very important," while 33.3% see it as "somewhat important."
5. **Food Preferences**
 - Indian meals are the most preferred (30.8%), followed by sandwiches & wraps (25.3%).
 - Ingredients such as millets, chickpeas, lentils, nuts, and seeds are popular due to their health benefits.
6. **Interest in a Healthy Food Truck**
 - 64.1% support the idea of a healthy food truck, while 35.9% are open to it but need more information.
 - College campuses (82.1%) and business districts (61.5%) are the most preferred locations.
7. **Factors Influencing Food Choices**
 - The top priorities are taste (most important), fast service, and affordable pricing.
 - Nutritional transparency is significant, while loyalty programs and discounts have moderate influence.
8. **Pricing Preferences**
 - The majority prefer paying between ₹100–₹150 (42.3%), followed by ₹150–₹200 (34.6%).
9. **Preferred Food Ordering Methods**
 - Online delivery apps (28.9%) are the most preferred, followed by street food vendors (25%).

SUGGESTIONS

1. **Target Young Consumers:**
 - Since most respondents are students and young professionals (18–25 years old), marketing strategies should focus on youth-oriented campaigns and digital promotions.
2. **Emphasize Taste and Speed:**
 - The top priority for customers is taste, followed by quick service.
 - Food businesses should focus on consistent flavors and faster order fulfillment.
3. **Expand Healthy Food Options:**
 - Since 56.4% prioritize healthy eating, introducing balanced meal options with nutritional transparency can attract more customers.
4. **Leverage Online Delivery Platforms:**
 - With 28.9% preferring online food delivery, businesses should enhance their digital presence on apps like Swiggy, Zomato, or their own ordering system.

5. Optimize Pricing Strategy:

- Since most consumers prefer meals within ₹100–₹200, businesses should offer value-for-money options in this range.

6. Location Strategy for Healthy Food Trucks:

- The best locations for a healthy food truck are college campuses (82.1%) and business districts (61.5%).
- Focusing on these areas can maximize demand and profitability.

7. Ingredient-Based Marketing:

- Highlighting popular healthy ingredients such as millets, lentils, nuts, and fresh vegetables can appeal to health-conscious consumers.

8. Improve Customer Engagement with Nutritional Transparency:

- Many respondents appreciate knowing ingredients, calories, and nutritional benefits.
- Food businesses should consider menu labeling and health-conscious marketing.

9. Consider Sustainability:

- Eco-friendly packaging (18.2%) is an important factor; switching to biodegradable or reusable materials can attract environmentally aware customers.

10. Experiment with Loyalty Programs and Promotions:

- While discounts and loyalty programs are not the primary motivators, they can be used strategically to retain customers.

CONCLUSION

Drawing from the primary data meticulously collected through a structured questionnaire, this research delves into the intricate landscape of eating habits and food preferences among young adults, with a particular focus on students and young professionals. The study's comprehensive analysis yields valuable insights that illuminate the factors influencing their dietary choices and dining behaviors.

The findings of this research emphatically highlight a discernible preference for healthy, affordable, and convenient food options. This trend directly correlates with the increasing prominence of food trucks as a viable and attractive alternative for individuals seeking nutritious meals that align with their fast-paced lifestyles. The data reveals that a significant portion of the respondents place a high value on health-conscious eating, demonstrating a preference for meal options such as wraps, salads, smoothies, and bowls. This underscores a growing awareness and prioritization of healthier dietary choices among the target demographic.

Furthermore, the study identifies price sensitivity as a crucial factor that significantly influences food choices. A substantial number of respondents indicate a preference for meals within the ₹100–₹150 price range, highlighting the importance of affordability in catering to the needs of students and young professionals who are often budget-conscious. In addition to health and affordability, the research also emphasizes the importance of convenience in shaping dining preferences. The reliance on food delivery apps and the popularity of street food vendors underscore the demand for accessible and quick meal solutions that seamlessly integrate into the busy schedules of young adults.

These collective insights gleaned from the primary data provide invaluable direction for the development of food truck offerings and dining services that are more effectively aligned with the specific needs and preferences of the target group. By recognizing and understanding the demand for nutritious, cost-effective, and easily accessible food options, businesses

can create more appealing and successful models, particularly within the dynamic and rapidly evolving food truck industry. This research therefore serves as a valuable resource for entrepreneurs and food service providers seeking to cater to the discerning tastes and health-conscious values of young adults in urban settings.

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